

AN ORDINANCE

101442

AMENDING THE FISCAL YEAR 2004-2005 ANNUAL BUDGET BY REPROGRAMMING PREVIOUSLY APPROPRIATED DOWNTOWN STRATEGIC PLAN AND DOWNTOWN CORRIDOR REVITALIZATION PLANS FUNDS IN THE AMOUNT OF \$200,000.00 TO AN INDUSTRY GROWTH AND TOURISM BRANDING PLAN, INCORPORATING DOWNTOWN, ENTITLED DESTINATION SA AND AUTHORIZING THE TRANSFER OF \$75,000.00 OF THESE REPROGRAMMED FUNDS TO THE CONVENTION AND VISITORS BUREAU OPERATING BUDGET FOR THE CONTINUED DEVELOPMENT OF DESTINATION SA.

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WHEREAS, the Fiscal Year 2004-2005 Annual Budget contained funding for one-time special projects, reflecting City Council priorities identified during the budget process, including \$50,000.00 for a Downtown Strategic Plan and \$150,000.00 for a combined plan focusing on the revitalization of Houston, Commerce and Market streets in the eastern and western parts of downtown, in conjunction with the Downtown Strategic Plan; and

WHEREAS, during Fall 2004, the San Antonio Area Tourism Council and San Antonio Hospitality & Lodging Association recommended that the private sector undertake a regional visitor industry strategic plan which was initially envisioned to address industry growth targets, new product development and organizational matters; and

WHEREAS, at the same time, the San Antonio Convention and Visitors Bureau ("CVB") and many private and community partners identified the need to successfully brand and reposition San Antonio and began formulating a Destination Branding and Repositioning Plan and in Fiscal Year 2004-2005, the CVB has dedicated resources and \$120,000.00 in funding towards the research and development of such a branding program; and

WHEREAS, Councilman Roger Flores recommended an integrated approach to these planning efforts to avoid duplication of efforts and ensure greater success by having a comprehensive plan incorporating the various initiatives and, as a result, a Steering Committee was formed with representation from downtown businesses, tourism and hospitality industry and the community at large; and

WHEREAS, the efforts of the Steering Committee culminated in Destination SA, a cooperative effort to facilitate the creation of a formal long-range visitor industry growth plan, including downtown, with a mission to create a strategic plan formalizing long-

range benchmarks to grow San Antonio's hospitality and tourism industry in excess of \$1.5 billion in the next five years while providing value to the citizens of San Antonio and preserving the unique and special qualities of San Antonio; and

WHEREAS, the Steering Committee requested that the CVB issue a Request for Proposals ("RFP") through Bromley Communications in order to identify firms that could undertake an industry-wide strategic and branding planning effort and through the RFP process, the Steering Committee identified Convention Sports and Leisure ("CS&L") as the preferred agency to perform the study; and

WHEREAS, this proposed Ordinance would authorize the reprogramming of \$200,000.00, previously appropriated in the Fiscal Year 2004-2005 Annual Budget for the Downtown Strategic Plan and Downtown Corridor Revitalization Plans to Destination SA and also authorize the transfer of \$75,000.00 of these reprogrammed funds to the CVB for continued development of Destination SA; and

WHEREAS, the funds proposed to be reprogrammed by this Ordinance shall be combined with \$120,000.00 previously appropriated during the annual budget process in order to dedicate total funding in the amount of \$320,000.00 to Destination SA during Fiscal Year 2004-2005; **NOW THEREFORE:**

BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF SAN ANTONIO:

SECTION 1. The reprogramming of \$200,000.00 previously appropriated in the Fiscal Year 2004-2005 Annual Budget to Destination SA is hereby authorized and approved.

SECTION 2. The funds will remain budgeted in Fund 11001000 "General Fund", SAP GL 5201040 entitled "Fees to Pro Cont", except Cost Center 7001990004 entitled "Downtown East End Corridor" will change to Cost Center 7001990004 entitled "Destination SA."

SECTION 3. The funds will remain budgeted in Fund 11001000 "General Fund", SAP GL 5201040 entitled "Fees to Pro Cont", except Cost Center 7001990005 entitled "Downtown Strategic Plan" will change to Cost Center 7001990005 entitled "Destination SA."

SECTION 4. The transfer of \$75,000.00 of the reprogrammed funds to the CVB for the continued development of Destination SA is authorized and approved.

SECTION 5. The funds budgeted in Fund 11001000 "General Fund", SAP GL 5201040 entitled "Fees to Pro Cont", Cost Center 7001990006 entitled, and "Downtown West End Corridor" will transfer to Fund 29006000, Cost Center 4308010002 entitled "Destination SA", SAP GL to 5203040 entitled, "Adv and Publications."

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SECTION 6. The Fiscal Year 2004-2005 Annual Budget is amended accordingly in order to conform to this Ordinance.

SECTION 7. The financial allocations in this Ordinance are subject to approval by the Director of Finance, City of San Antonio. The Director of Finance may, subject to concurrence by the City Manager or the City Manager's designee, correct allocations to specific SAP Fund Numbers, SAP Project Definitions, SAP WBS Elements, SAP Internal Orders, SAP Fund Centers, SAP Cost Centers, SAP Functional Areas, SAP Funds Reservation Document Numbers, and SAP GL Accounts as necessary to carry out the purpose of this Ordinance.

SECTION 8. This Ordinance shall be effective on and after the tenth day after passage.

PASSED AND APPROVED this 22nd day of September, 2005.

ATTEST:

Latricia M. Vane
City Clerk

Phil Hardberger
M A Y O R
PHIL HARDBERGER

APPROVED AS TO FORM:

Tom Zetzsche
for Acting City Attorney

Agenda Voting Results

Name: 18.

Date: 09/22/05

Time: 02:56:44 PM

Vote Type: Multiple selection

Description: An Ordinance amending the Fiscal Year 2004-2005 Annual Budget by reprogramming previously appropriated Downtown Strategic Plan and Downtown Corridor Revitalization Plans funds in the amount of \$200,000.00 to an industry growth and tourism branding plan, incorporating downtown, entitled Destination SA and authorizing the transfer of \$75,000.00 of these reprogrammed funds to the Convention and Visitors Bureau Operating Budget for the continued development of Destination SA. [Presented by Janis Schmees, Acting Director, Convention & Visitors Bureau; Roland A. Lozano, Assistant to the City Manager]

Voter	Group	Status	Yes	No	Abstain
ROGER O. FLORES	DISTRICT 1		x		
SHEILA D. MCNEIL	DISTRICT 2		x		
ROLAND GUTIERREZ	DISTRICT 3		x		
RICHARD PEREZ	DISTRICT 4		x		
PATTI RADLE	DISTRICT 5		x		
DELICIA HERRERA	DISTRICT 6		x		
ELENA K. GUAJARDO	DISTRICT 7		x		
ART A. HALL	DISTRICT 8		x		
KEVIN A. WOLFF	DISTRICT 9		x		
CHIP HAASS	DISTRICT_10		x		
MAYOR PHIL HARDBERGER	MAYOR		x		